CONTRACT



WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	Contract / Rev	rision	1	Alt Order#	
	941244	1	- 1	06259798	
Product					
OBAMA FOR AMERICA					
Contract Dates	Estimate #		ļ		
10/02/12 - 11/06/12	1537				
Advertiser	J		<u>Ori</u>	ginal Date /	Revision
Obama/D/President			0	9/28/12	09/28/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broade	cast		Cash
	Station	Accou	nt E	<u>xecutive</u>	Sales Office
	WLWT	Mica F	lans	en	HRP -Washingto
	Special Hand	ling			
	Demographic				
	Adults 25+				
	IDB#	Adver	tiser	Code	Product Code
	9912856	95			101
	Agency Ref			Advertiser	Ref

Spots/ Type Spots Amount Rate Start/End Time Length Week Days *Line Ch Start Date End Date Description \$3,060.00 1-2p :30 WLWT10/02/12 11/02/12 Days of Our Lives Class of Time - Immediately Pre-emptible without notice Spots/Week Rate End Date Weekdays Start Date \$65.00 Week: 10/01/12 10/07/12 -TWTF--\$175.00 -TWTF--10/14/12 Week: 10/08/12 \$175.00 -TWTF--Week: 10/15/12 10/21/12 \$175.00 -TWTF--Week: 10/22/12 10/28/12 \$175.00 -TWTF--Week: 10/29/12 11/04/12 NM 16 \$6,400.00 :30 NBC Today Show III 10-11a WLWT 10/02/12 11/02/12 Class of Time - Pre-emptible with notice Spots/Week <u>Rate</u> End Date Weekdays Start Date \$175.00 0 10/07/12 Week: 10/01/12 \$400.00 4 -TWTF--Week: 10/08/12 10/14/12 \$400.00 4 -TWTF--10/21/12 Week: 10/15/12 \$400.00 4 Week: 10/22/12 10/28/12 -TWTF--\$400.00 -TWTF--Week: 10/29/12 11/04/12 \$6,900.00 NM 20 :30 1135-1237a NBC Tonight Show WLWT10/02/12 11/02/12 Class of Time - Immediately Pre-emptible without notice Rate Spots/Week End Date <u>Weekdays</u> Start Date \$125.00 4 -TWTF--Week: 10/01/12 10/07/12 \$400.00 -TWTF--4 Week: 10/08/12 10/14/12 \$400.00 4 -TWTF--Week: 10/15/12 10/21/12 \$400.00 4 10/28/12 -TWTF--Week: 10/22/12 \$400.00 4 -TWTF--Week: 10/29/12 11/04/12 NM \$1,600.00 16 :30 STEVE HARVEY DAY STEVE HARVEY [WLWT 10/02/12 11/02/12 Class of Time - Immediately Pre-emptible without notice Spots/Week **End Date** <u>Weekdays</u> Start Date \$100.00 O 10/07/12 Week: 10/01/12 \$100.00 4 -TWTF--10/14/12 Week: 10/08/12 \$100.00 4 10/21/12 -TWTF--Week: 10/15/12 4 \$100.00 -TWTF--Week: 10/22/12 10/28/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or payment in run is received by station. Fayment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by contaitons, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Class of Time - Immediately Pre-emptible without notice

Start Date End Date

10/07/12

10/14/12

10/21/12

10/28/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Weekdays

-TWTF--

-TWTF--

-TWTF--

-TWTF--

Spots/Week

4

4

4

4

Contract / Revision Alt Order # 06259798 941244

Estimate # **Product** Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

Snote/

						Spots/				
*Line Ch Start D	ate End Da	ite Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
The second secon	End Date	Weekdays	Spots/Week	<u>Rate</u>				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$100.00						
E 5 WLWT10/02/1		•		1230-1p		:30		NM	20	\$1,800.00
Class of Time	- Immediatel	ly Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$50.00						
Week: 10/01/12	10/07/12	-TWTF	4	\$100.00						
Week: 10/08/12	10/14/12	-TWTF	4 4	\$100.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$100.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$100.00				l l		
Week: 10/29/12	11/04/12	-TWTF				:30		NM	20	\$2,960.00
E 6 WLWT10/02/1			w/Jimmy Fallon	1237-136a		.30		141.41	20	4 2,000.00
		ly Pre-emptible	Spots/Week	Rate						
Start Date	End Date 10/07/12	<u>Weekdays</u> -TWTF	<u>30013/Veek</u> 4	\$40.00						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	4	\$175.00						
Week: 10/06/12	10/14/12	-TWTF	4	\$175.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	4	\$175.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$175.00						
E 7 WLWT10/02/			M-F news	12-1230p		:30		NM	20	\$2,580.00
		-	without notice	•						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$45.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$150.00				l		
Week: 10/15/12	10/21/12	-TWTF	4	\$150.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$150.00				Í		
Week: 10/29/12	11/04/12	-TWTF	4	\$150.00						2222.00
E 8 WLWT 10/02/			-	Carson Daly		:30		NM	20	\$820.00
Class of Time	- Immediate	ely Pre-emptible	without notice	 .						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				Į.		
Week: 10/01/12	10/07/12	-TWTF	4	\$5.00 \$50.00						
Week: 10/08/12	10/14/12	-TWTF	4 4	\$50.00 \$50.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$50.00 \$50.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$50.00 \$50.00						
Week: 10/29/12	11/04/12	-TWTF	4			:30		NM	16	\$2,800.00
E 9 WLWT10/02/			111	2-3p		.30		11111		+-1
		ely Pre-emptibl	e without notice Spots/Week	Rate						
Start Date	End Date 10/07/12	<u>Weekdays</u>	<u> </u>	\$175.00						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	4	\$175.00						
Week: 10/06/12	10/14/12	-TWTF	4	\$175.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	4	\$175.00						
Week: 10/22/12	11/04/12	-TWTF	4	\$175.00						
E 10 WLWT10/02			UDY EF	Judge Judy		:30		NM	20	\$5,100.00
= 10 VVLVV110/02	112 111021	,_ 000000		- · · · · ·						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$75.00

\$300.00

\$300.00

\$300.00

(LINE TIAINSACTIONS. IN = INEW, C - CUILEU, D - Detected)

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Contract / Revision Alt Order# 06259798 941244

Estimate# Contract Dates <u>Product</u> OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision Advertiser 09/28/12 / 09/28/12 Obama/D/President

Spots/

						Spots/				
*Line Ch Start [ate End Da	ate Description	1	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$300.00						
E 11 WLWT10/02/				4PM-5PM		:30		NM	20	\$5,080.00
		ly Pre-emptible \	vithout notice					1		
Class of Time Start Date	End Date	Weekdays	Spots/Week	Rate				ı İ		
Week: 10/01/12	10/07/12	-TWTF	4	\$70.00				l		
Week: 10/08/12	10/14/12	-TWTF	4	\$300.00				l		
Week: 10/15/12	10/21/12	-TWTF	4	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$300.00						
12 WLWT 10/02/	12 11/02/1	2 430-5a New	/S	430-5a		:30		NM	20	\$500.00
Class of Time	- Immediate	ely Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	4	\$25.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$25.00				ı		
Week: 10/15/12	10/21/12	-TWTF	4	\$25.00 \$25.00				l l		
Week: 10/22/12	10/28/12	-TWTF	4 4	\$25.00 \$25.00				1		
Week: 10/29/12	11/04/12	-TWTF	· · · · · · · · · · · · · · · · · · ·			:30		NM	20	\$20,000.00
N 13 WLWT10/02/		•	news	5-530p		.30		, 1,11	20	φ20,000.00
		ble with notice	C-sta AAlaak	Rate						
Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week 4	\$1,000.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	4	\$1,000.00						
Week: 10/05/12	10/14/12	-TWTF	4	\$1,000.00				1		
Week: 10/13/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
E 14 WLWT10/02		12 5-6a news		5-6a		:30		NM	45	\$4,860.00
		ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	9	\$40.00						
Week: 10/08/12	10/14/12	-TWTF	9	\$125.00						
Week: 10/15/12	10/21/12	-TWTF	9	\$125.00						
Week: 10/22/12	10/28/12	-TWTF	9	\$125.00						
Week: 10/29/12	11/04/12	-TWTF	9	\$125.00					20	¢20,000,00
N 15 WLWT 10/02			news	530-6p		:30		NM	20	\$20,000.00
		ible with notice	Cnoto Mack	Rate						
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	\$1,000.00						
Week: 10/01/12	10/07/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 16 WLWT10/02		/12 6-630p M-	F news	6-630p		:30		NM	16	\$16,000.00
		ible with notice								
Start Date	End Date	<u>Weekdaγs</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12		0	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$1,000.00				l		

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Alt Order# Contract / Revision 941244 06259798

Product Estimate # Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

						Snota!				
0. 0. 15) - 4 - F d D -	sta Dogarintia	,	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
*Line Ch Start D			Spots/Week	Rate	Dayo	201.3				
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -TWTF	<u> </u>	\$1,000.00						
				6-7a		:30		NM	36	\$28,800.00
N 17 WLWT10/02/				0.4						
Class of Time Start Date	- Pre-emption End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12		0	\$250.00						
Week: 10/08/12	10/14/12	-TWTF	9	\$800.00						
Week: 10/15/12	10/21/12	-TWTF	9	\$800.00				1		
Week: 10/22/12	10/28/12	-TWTF	9	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	9	\$800.00					-	¢4.000.00
N 18 WLWT10/02/		-		7-730p		:30		NM	5	\$4,000.00
Class of Time		ole with notice	0	Poto						
Start Date	End Date	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$800.00				1		
Week: 10/01/12	10/07/12	•	1	\$800.00						
Week: 10/08/12	10/14/12	-TWTF -TWTF	1	\$800.00						
Week: 10/15/12	10/21/12 10/28/12	-TWTF	1	\$800.00						
Week: 10/22/12	11/04/12	-TWTF	1	\$800.00						
Week: 10/29/12 N 19 WLWT10/02/			Show	7-9a		:30		NM	64	\$76,800.00
		ble with notice						- [
Class of Time Start Date	End Da <u>te</u>	Weekdays	Spots/Week	R <u>ate</u>						
Week: 10/01/12	10/07/12		0	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	16	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	16	\$1,200.00				l		
Week: 10/22/12	10/28/12	-TWTF	16	\$1,200.00				1		
Week: 10/29/12	11/04/12	-TWTF	16	\$1,200.00						
N 20 WLWT 10/02	/12 11/02/	12 730-8p		730-8p		:30		NM	5	\$4,000.00
		ible with notice						1		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-T	1	\$800.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$800.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$800.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$800.00				l l		
Week: 10/29/12	11/04/12	-TWTF	1	\$800.00		-20		NM	16	\$12,800.00
N 21 WLWT10/02			y Show II	9-10a		:30		MINI	10	ψ12,000.00
		ible with notice	Spots/Week	Rate						
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	0	\$250.00						
Week: 10/01/12	10/14/12	-TWTF	4	\$800.00						
Week: 10/06/12	10/14/12	-TWTF	4	\$800.00				1		
Week: 10/13/12	10/21/12	-TWTF	4	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$800.00						
N 22 WLWT10/02			M-Su	11-1135p		:30		NM	25	\$42,500.00
		tible with notice								
Start Date		<u>Weekdays</u>	Spots/Week							
Week: 10/01/12	10/07/12	-TWTFS-	5	\$1,700.00						
Week: 10/08/12	10/14/12	-TWTFS-	5	\$1,700.00						
Week: 10/15/12	10/21/12	-TWTFS-	5	\$1,700.00						
Week: 10/22/12	10/28/12	-TWTFS-	5	\$1,700.00					l	

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(LINE TRAINSACTIONS: IN = INEW, E = EQUITED, D = Deterior)

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10/14/12

Week: 10/08/12

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Alt Order # Contract / Revision 941244 06259798

Product Estimate# Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

						Spots/				
*Line Ch Start D	ate End Da	te Descriptio	n	Start/End Time	Days	Length Week	Rate	Type Sr	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Ra <u>te</u>						
Week: 10/29/12	11/04/12	-TWTFS-	5	\$1,700.00						
23 WLWT10/12/1	12 11/02/12	2 F10-11p		F10-11p		:30		NM	3	\$4,500.00
		y Pre-emptible	without notice					ł		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/08/12	10/14/12	1	1	\$1,500.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1	1	\$1,500.00 \$1,500.00						
Week: 10/29/12	11/04/12	1	1			:30		NM	3	\$2,400.00
24 WLWT10/05/				F9-10p		.50			J	+- ,
		ly Pre-emptible	without notice	Rate						
Start Date	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	\$800.00				1		
Week: 10/01/12 Week: 10/08/12	10/07/12		Ö	\$0.00		•				
Week: 10/15/12	10/14/12	1	1 .	\$800.00						
Week: 10/13/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$800.00						
25 WLWT10/08/	12 11/05/1	2 Mon NBC	Prime Other	Prime Other		:30		NM	4	\$8,000.00
		ly Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/08/12	10/14/12	1	1	\$2,000.00						
Week: 10/15/12	10/21/12	1	1	\$2,000.00						
Week: 10/22/12	10/28/12	1	1	\$2,000.00 Start/End Tim <u>e</u>	Weekd	avs Length	Rate	Туре		
	te Range	Descriptio	n Prime Other	Prime Other		:30	\$2,000.00	NM		
3 WLWT 10	/22/12-10/28	712 WON NBC	Pline Onei	i iline Othor	• •		• - ,			
Credited Week: 10/29/12	11/04/12	1	1	\$2,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$2,000.00						
E 26 WLWT10/06		12 Sa/Su 5-6	a News	Sa/Su 5-6a		:30		NM	20	\$1,740.00
		ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	SS	4	\$35.00						
Week: 10/08/12	10/14/12	SS	4	\$100.00						
Week: 10/15/12	10/21/12	SS	4	\$100.00 \$100.00				İ		
Week: 10/22/12	10/28/12	SS	4 4	\$100.00						
Week: 10/29/12	11/04/12	SS				:30		NM	20	\$3,060.00
E 27 WLWT10/06				Sa/Su 6-7a		.30		,		, -, -
Class of Time	e - Immediat	ely Pre-emptible	e without notice Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	Weekdays	4	\$65.00				ł		
Week: 10/08/12	10/14/12	SS	4	\$175.00						
Week: 10/15/12	10/21/12	SS	4	\$175.00						
Week: 10/22/12	10/28/12	SS	4	\$175.00						
Week: 10/29/12	11/04/12	SS	4	\$175.00						440.000.00
N 28 WLWT10/06	6/12 11/04/	12 Sa/su7-8a	a news	Sa/su7-8a		:30		MM	21	\$16,800.00
		ible with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$800.00						
Week: 10/01/12	10/07/12	SS	4 4	\$800.00						

\$800.00

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Start Date

29 WLWT10/06/12

Start Date

WLWT 10/06/12

Start Date

Start Date

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

www.wlwt.com



Ch Start Date End Date Description

Weekdays

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Weekdays 1 4 1

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<u>Weekdays</u>

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Weekdays

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Sa 10-11a News

Class of Time - Immediately Pre-emptible without notice

End Date

10/07/12

10/14/12

Start Date

Week: 10/01/12

Week: 10/08/12

<u>Weekdays</u>

----1

11/03/12 Access Hollywood Weekend 1-2a

End Date

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

31 WLWT10/06/12 11/03/12

11/03/12

Alt Order # Contract / Revision 06259798 941244

Contract Dates <u>Estimate #</u> Product **OBAMA FOR AMERICA 1537** 10/02/12 - 11/06/12

Original Date / Revision Advertiser / 09/28/12 09/28/12 Obama/D/President

Spots/

Length Week	Rate	Type S	pots	Amount
:30		NM	5	\$210.00
:30		NM	5	\$1,350.00
:30		NM	5	\$4,500.00

Week: 10/08/12	10/14/12	1-	1	\$1,000.00				
Week: 10/15/12	10/21/12	1-	1	\$1,000.00		3		
Week: 10/22/12	10/28/12	1-	1	\$1,000.00				
Week: 10/29/12	11/04/12	1-	1	\$1,000.00				
E 32 WLWT10/06/	12 11/03/1	2 Sa/Su 6p	news	Sa/Su 6p News	:30	NM	5	\$2,600.00
Class of Time	- Immediate	ly Pre-emptible	without notice					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		Į.		
Week: 10/01/12	10/07/12	1-	1	\$200.00				
Week: 10/08/12	10/14/12	1-	1	\$600.00				
Week: 10/15/12	10/21/12	1-	1	\$600.00				
Week: 10/22/12	10/28/12	1-	1	\$600.00				
Week: 10/29/12	11/04/12	1-	11	\$600.00				
E 33 WLWT10/06/	12 11/03/1	2 NBC Satu	rday Today	Sa8-10a	:30	NM	15	\$5,475.00
Class of Time	- Immediate	ly Pre-emptible	without notice			1		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/01/12	10/07/12	3-	3	\$225.00		1		
Week: 10/08/12	10/14/12	3-	3	\$400.00				
Week: 10/15/12	10/21/12	3-	3	\$400.00				
Week: 10/22/12	10/28/12	3-	3	\$400.00		1		
Week: 10/29/12	11/04/12	3-	3	\$400.00				****
E 34 WLWT10/07/	/12 11/04/	12 Extra We	ekend	Extra Weekend	:30	NM	5	\$120.00

Start/End Time

\$800.00

\$800.00

\$800.00

Rate

\$10.00

\$50.00

\$50.00

\$50.00

\$50.00

Rate

\$150.00

\$300.00

\$300.00

\$300.00

\$300.00

NBC Saturday Nigh

Rate

\$500.00

\$1,000,00

Sa 10-11a

Rate

Spots/Week

4

4

5

Spots/Week

1

1

Spots/Week

1

1

1

1

1

Spots/Week

Spots/Week

1

1

NBC Saturday Night Live

Days

(* Line Transactions: N = New, E = Edited, D = Deleted)

<u>Rate</u>

\$20.00

\$25.00

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WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

Alt Order # Contract / Revision 06259798 941244 Estimate # Product Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

				L			<u>-</u>			
						Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type Sp	ots	Amount
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$25.00						
Week: 10/22/12	10/28/12	1	1	\$25.00						
Week: 10/29/12	11/04/12	1	1	\$25.00					_	*4 *00 00
35 WLWT10/0	7/12 11/04/	12 NBC MEE	THE PRESS	NBC MEET THE F)	:30		NM	5	\$1,500.00
Class of Tin	ne - Immediate	ely Pre-emptible	without notice							
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$300.00						
Week: 10/01/12	10/07/12	1	1	\$300.00						
Week: 10/08/12	10/14/12	1	1	\$300.00						
Week: 10/15/12	10/21/12	1	1	\$300.00						
Week: 10/22/12	10/28/12 11/04/12	1	1	\$300.00						
Week: 10/29/12				Late News		:30		NM	5	\$3,525.00
E 36 WLWT10/0		12 Late News ely Pre-emptible		Late News		.00			-	, -,
Start Date		Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$325.00						
Week: 10/08/12	10/14/12	1	1	\$800.00				l		
Week: 10/15/12	10/21/12	1	1	\$800.00				1		
Week: 10/22/12	10/28/12	1	1	\$800.00				ı		
Week: 10/29/12	11/04/12	1	1	\$800.00						
E 37 WLWT10/0	7/12 11/04/	/12 Sports Ro	ck	Sports Rock		:30		NM	5	\$1,240.00
		ely Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				i		
Week: 10/01/12	10/07/12	1	1	\$40.00						
Week: 10/08/12	10/14/12	1	1	\$300.00						
Week: 10/15/12	10/21/12	1	1	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	1 1	1	\$300.00						
Week: 10/29/12	11/04/12			· · · · · · · · · · · · · · · · · · ·		:30		NM	0	\$0.00
D 38 WLWT10/0				Extra Weekend		.30		''"	v	ψ0.00
Class of Ti		tely Pre-emptible				-00		NM	5	\$125.00
39 WLWT10/0				Outdoorsman		:30		INIVI	3	ψ125.00
Class of Ti	me - Immedia	tely Pre-emptible	without notice	D -4-				1		
Start Dat		<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$25.00						
Week: 10/01/12		1	1	\$25.00						
Week: 10/08/12	10/14/12 10/21/12	1	1	\$25.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$25.00						
Week: 10/22/12	11/04/12	1	1	\$25.00						
E 40 WLWT10/		/12 Sa/Su 6p	news	Sa/Su 6p News		:30		NM	5	\$2,600.00
		tely Pre-emptible		•						
Start Dat			Spots/Week					1		
Week: 10/01/12		1	1	\$200.00				1		
Week: 10/08/12	10/14/12	1	1	\$600.00						
Week: 10/15/12		1	1	\$600.00						
Week: 10/22/12		1	1	\$600.00						
Week: 10/29/12	11/04/12	1	1	\$600.00		_			-	#0.050.0
E 41 WLWT10/				NFL		:30		NM	5	\$6,250.00
		tely Pre-emptibl	e without notice	Data						
Start Dat	te End Date	Weekdays	Spots/Week	<u>Rate</u>				1		

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WLWT 1700 Young Street Cincinnati, OH 45202

Class of Time - Immediately Pre-emptible without notice

DT (513)412-5000

Alt Order # Contract / Revision 06259798 941244 <u>Estimate #</u>

Contract Dates Product OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

				J.Bui						
						Spots	/			
*Line Ch Start D	Date End Da	ate Description	1	Start/End Time	Days	Length Week	: Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	1	1	\$250.00						
Week: 10/08/12	10/14/12	1	1	\$1,500.00						
Week: 10/15/12	10/21/12	1	1	\$1,500.00						
Week: 10/22/12	10/28/12	1	1	\$1,500.00				l		
Week: 10/29/12	11/04/12	1	1	\$1,500.00				NINA	5	\$7,500.00
N 42 WLWT10/07/		I2 NBC Sunda	y Today	Su8-9a		:30		NM	5	φ <i>τ</i> ,300.00
Class of Time	- Pre-emptil		Crata Minak	Date						
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00						
Week: 10/01/12	10/07/12	1	1	\$1,500.00						
Week: 10/08/12	10/14/12	1	1	\$1,500.00						
Week: 10/15/12	10/21/12	1	1	\$1,500.00						
Week: 10/22/12	10/28/12	1	1	\$1,500.00						
Week: 10/29/12	11/04/12		r Socon	NFL		:30		NM	4	\$10,400.00
E 43 WLWT10/07/		-		NEL		.00				, ,
Start Date	End Date	ely Pre-emptible v Weekdays	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	1	1	\$1,400.00						
Week: 10/08/12	10/14/12	1	1	\$3,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				ı		
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
Week: 10/29/12	11/04/12	1	1	\$3,000.00						
N 44 WLWT10/07/	/12 11/04/	12 Su 9-10a N	ews	Su 9-10a		:30		NM	5	\$4,500.00
Class of Time	e - Pre-empti	ble with notice						1		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$900.00						
Week: 10/08/12	10/14/12	1	1	\$900.00						
Week: 10/15/12	10/21/12	1	1	\$900.00						
Week: 10/22/12	10/28/12	1	1	\$900.00						
Week: 10/29/12	11/04/12	1	1	\$900.00		-20		NM	1	\$1,500.00
45 WLWT10/11				Th10-11p		:30		INIVI	ı	\$1,500.00
		ely Pre-emptible	without notice	Rate						
Start Date	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	\$1,500.00						
Week: 10/08/12		Description	•	Start/End Time	Weekd	ays <u>Length</u>	Rate	Type		
Spot Ch Da 1 WLWT 10	ate Range		<u>"</u>	Th10-11p		n :30	\$1,500.00	NM		
Credited	1/00/12-10/1-	#/12 11110-11P								
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,500.00						
E 46 WLWT 10/04		/12 Th8-9p		Th8-9p		:30		MM	3	\$2,400.00
		ely Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00					_	#2 000 CC
47 WLWT 10/09	0/12 10/23	/12 T10-11p		T10-11p		:30		MM	2	\$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TRAINSACTIONS. IN - INEW, C - EQUIEU, D - Deleted)

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Contract / Revision Alt Order # 06259798 941244

Product Estimate# **Contract Dates** OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision Advertiser 09/28/12 / 09/28/12 Obama/D/President

						Spots				
*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Length Week	Rate	Type Sr	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,500.00				I		
Week: 10/08/12	10/14/12	-1	0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$1,500.00						
Week: 10/22/12	10/28/12			T8-9p		:30		NM	5	\$9,500.00
E 48 WLWT10/02		•	without notice	10-ab		.00				
Class of Time Start Date	e - Immediate End D <u>ate</u>	ely Pre-emptible v Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$1,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,000.00						
Week: 10/15/12	10/21/12	-1	1	\$2,000.00						
Week: 10/22/12	10/28/12	-1	1	\$2,000.00						
Week: 10/29/12	11/04/12	-1	1	\$2,000.00				NINA	2	\$1,200.00
E 49 WLWT10/02				T9-10p		:30		NM	2	φ1,200.00
		ely Pre-emptible	without notice	Pata				į.		
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-T	0	\$0.00				ŀ		
Week: 10/06/12	10/14/12	-1	1	\$800.00						
	ate Range	Description	<u>1</u>	Start/End Time	Weekda	<u>ıys Length</u>	<u>Rate</u>	<u>Type</u>		
	0/15/12-10/21		-	T9-10p	-Tu	:30	\$800.00	NM		
Credited			•	60.00				ľ		
Week: 10/22/12	10/28/12		0 1	\$0.00 \$800.00						
Week: 10/29/12	11/04/12	-1				:30		NM	2	\$2,000.00
50 WLWT 10/10				W10-11p		.50				, ,
		tely Pre-emptible	Spots/Week	Rate						
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	1	\$1,000.00						
Week: 10/15/12	10/14/12		0	\$0.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
51 WLWT 10/0	3/12 10/31	/12 W9-10p		W9-10p		:30		NM	2	\$2,000.00
		tely Pre-emptible	without notice					1		
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,000.00 Start/End Time	Weekd	ays <u>Length</u>	Rate	Type		
	ate Range	<u>Descriptio</u>	<u>n</u>	W9-10p	W		\$1,000.00	NM		
	0/01/12-10/0	7/12 W9-10p		νν3-10p		,,,,	• • • • • • • • • • • • • • • • • • • •			
Credited Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/12/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	11	\$1,000.00						
52 WLWT 10/0	8/12 11/05	5/12 5-6a news		5-6a		:30		NM	5	\$625.00
		tely Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$125.00				ł		
Week: 10/08/12	10/14/12	1	1	\$125.00 \$125.00				Ì		
Week: 10/15/12	10/21/12	1	1	\$125.00				l		
Week: 10/22/12	10/28/12 11/04/12	1	1	\$125.00						
Week: 10/29/12 Week: 11/05/12	11/11/12	1	1	\$125.00						
				6-7a		:30		NM	5	\$4,000.00
N 53 WLWT10/0		otible with notice		* * 						
Class of H	ne - Fre-emp	VIDIO MILI HOUCE								

(* Line Transactions: N = New, E = Edited, D = Deleted)

(Line Hainsactions, IN - INEW, E - Edited, D = Deleted)

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Alt Order # Contract / Revision 06259798 941244

Estimate# Contract Dates Product OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> / 09/28/12 09/28/12 Obama/D/President

				L						
						Spots/				
*Line Ch Start [Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$800.00 \$800.00						
Week: 10/15/12	10/21/12	1	1	\$800.00						
Week: 10/22/12	10/28/12	1	1	\$800.00						
Week: 10/29/12	11/04/12	1	1	\$800.00						
Week: 11/05/12	11/11/12	1	Charry	7-9a		:30		NM	20	\$24,000.00
1 54 WLWT10/08/			STIOW	1-34						
		ble with notice	Spots/Week	Rat <u>e</u>						
Start Date	End Date 10/14/12	<u>Weekdays</u> 4	<u> </u>	\$1,200.00						
Week: 10/08/12	10/14/12	4	4	\$1,200.00						
Week: 10/15/12	10/21/12	4	4	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	4	\$1,200.00						
Week: 11/05/12	11/11/12	4	4	\$1,200.00						
55 WLWT 10/08		12 430-5a Ne	NS.	430-5a		:30		NM	5	\$125.00
		ely Pre-emptible		,						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$25.00				i		
Week: 10/15/12	10/21/12	1	1	\$25.00						
Week: 10/22/12	10/28/12	1	1	\$25.00				l		
Week: 10/29/12	11/04/12	1	1	\$25.00						
Week: 11/05/12	11/11/12	1	1	\$25.00						
N 56 WLWT10/08	3/12 11/05/	12 NBC Toda	y Show II	9-10a		:30		NM	5	\$4,000.00
		ible with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ì		
Week: 10/08/12	10/14/12	1	1	\$800.00						
Week: 10/15/12	10/21/12	1	1	\$800.00						
Week: 10/22/12	10/28/12	1	1	\$800.00				1		
Week: 10/29/12	11/04/12	1	1	\$800.00				- 1		
Week: 11/05/12	11/11/12	1	11	\$800.00				NINA	5	\$2,000.0
N 57 WLWT10/08	3/12 11/05	/12 NBC Toda	y Show III	10-11a		:30		NM	5	\$2,000.00
Class of Tim	ie - Pre-empt	ible with notice		D-4-						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				1		
Week: 10/29/12	11/04/12	1	1	\$400.00 \$400.00						
Week: 11/05/12	11/11/12	1			/ F	:30		MM	5	\$500.0
58 WLWT10/0			ARVEY DAY	STEVE HARVE	YL	.30		14141	Ŭ	4000.0
		tely Pre-emptibl	e without notice	Rate						
Start Date		Weekdays 1	Spots/Week	\$100.00						
Week: 10/08/12	10/14/12	1	1	\$100.00						
Week: 10/15/12	10/21/12	1	1	\$100.00				ļ		
Week: 10/22/12	10/28/12	1	1	\$100.00					ļ	
Week: 10/29/12	11/04/12	1	1	\$100.00						
Week: 11/05/12	11/11/12		MEnous	12-1230p		:30		NM	5	\$750.0
59 WLWT10/0				12-1230h		.00				
Class of Tin	ne - Immedia	itely Pre-emptible Weekdavs	e without notice Spots/Week	Rate					1	
NT2IT 1216			222001.	<u> </u>						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Spots/Week

<u>Weekdays</u>

Start Date End Date

(LINE TIATISACTIONS. IN = INEW, C = CUILEU, D = Detected)

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Alt Order# Contract / Revision 06259798 941244

Estimate # Contract Dates <u>Product</u> OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> / 09/28/12 09/28/12 Obama/D/President

						Spots/				
*Line Ch Start [Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				1		
Week: 10/08/12	10/14/12	1	1	\$150.00				1		
Week: 10/15/12	10/21/12	1	1	\$150.00						
Week: 10/22/12	10/28/12	1	1	\$150.00 \$150.00						
Week: 10/29/12	11/04/12	1	1	\$150.00 \$150.00				1		
Week: 11/05/12	11/11/12	1	1			:30		NM	5	\$4,000.00
N 60 WLWT10/08				1230-1p		:30		i (i)	Ü	4 .,222.23
		ole with notice Weekda <u>ys</u>	Spots/Week	Rat <u>e</u>						
Start Date Week: 10/08/12	<u>End Date</u> 10/14/12	1	1	\$800.00				1		
Week: 10/15/12	10/21/12	1	1	\$800.00				į.		
Week: 10/13/12	10/28/12	1	1	\$800.00						
Week: 10/29/12	11/04/12	1	1	\$800.00						
Week: 11/05/12	11/11/12	1	1	\$800.00						
61 WLWT10/08		12 Days of Οι	ır Lives	1-2p	_	:30		NM	5	\$875.00
Class of Time	e - Immediate	ely Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$175.00						
Week: 10/08/12	10/14/12	1	1	\$175.00 \$175.00						
Week: 10/15/12	10/21/12	1	1	\$175.00 \$175.00				ı		
Week: 10/22/12	10/28/12	1	1	\$175.00 \$175.00				1		
Week: 10/29/12	11/04/12	1	1	\$175.00						
Week: 11/05/12	11/11/12	1		· · · · · · · · · · · · · · · · · · ·		:30		NM	5	\$875.00
62 WLWT10/08				2-3p		.50				
Class of Tim		ely Pre-emptible	without notice	<u>Rate</u>						
Start Date		<u>Weekdays</u> 1	Spots/Week 1	\$175.00						
Week: 10/08/12	10/14/12	1	1	\$175.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$175.00						
Week: 10/22/12	11/04/12	1	1	\$175.00						
Week: 11/05/12	11/11/12	1	1	\$175.00						
63 WLWT 10/08		/12 JUDGE JI	JDY EF	Judge Judy		:30		MM	5	\$1,500.00
Class of Tim		ely Pre-emptible	without notice					ž		
Start Date		Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$300.00						
Week: 10/15/12	10/21/12	1	1	\$300.00						
Week: 10/22/12	10/28/12	1	1	\$300.00						
Week: 10/29/12	11/04/12	1	1	\$300.00 \$300.00						
Week: 11/05/12	11/11/12	1	1			:30		NM	5	\$1,500.00
64 WLWT10/0				4PM-5PM		.30		1 3111		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
		tely Pre-emptibl	e without notice Spots/Week	Rate						
Start Date		Weekdays 1	<u> 30013/1/166K</u>	\$300.00						
Week: 10/08/12	10/14/12 10/21/12	1	1	\$300.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$300.00				'		
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$300.00						
Week: 11/05/12	11/11/12	1	1	\$300.00					1	
N 65 WLWT10/0			-F news	5-530p		:30		NM	5	\$5,000.00
		tible with notice								
Start Date	End Date	Weekdays	Spots/Week	Rate					1	

Start Date End Date

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Contract / Revision Alt Order # 06259798 941244

Estimate # Product Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision Advertiser 09/28/12 / 09/28/12 Obama/D/President

				<u> </u>		Cratal				
				O. 1/2 LT:	Davo	Spots/ Length Week	Rate	Type Sp	ots	Amount
*Line Ch Start D	ate End Da	ate Description		Start/End Time	Days	Length Week	itato	1,0000		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/08/12	10/14/12	1	1	\$1,000.00 \$1,000.00				1		
Week: 10/15/12	10/21/12	1	1					l l		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				B		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00		20		NM	5	\$5,000.00
N 66 WLWT10/08/			news	530-6p		:30		14141	Ü	φομουσισ
Class of Time	- Pre-emptil	ole with notice		D-4-						
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	1	1	\$1,000.00				ł		
Week: 10/15/12	10/21/12	1	1					l l		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				Į.		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				NM	5	\$5,000.00
N 67 WLWT10/08/			news	6-630p		:30		IAIM	J	ψο,σοσίου
Class of Time	e - Pre-empti	ble with notice	0 (00/	Dete						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12	1	ا م	\$1,000.00				l l		
Week: 10/22/12	10/28/12	1	1					l		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				l		
Week: 11/05/12	11/11/12	1	1	\$1,000.00		.20		NM	5	\$8,500.00
N 68 WLWT10/08	/12 11/05/		M-Su	11-1135p		:30		,,,,,		· - ,
Class of Time	e - Pre-empt	ible with notice	0 (001 - 1-	Doto						
Start Date	End Date	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$1,700.00				1		
Week: 10/08/12	10/14/12	1	1	\$1,700.00						
Week: 10/15/12	10/21/12	1	1	\$1,700.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,700.00				Į.		
Week: 10/29/12	11/04/12	1	ι 1	\$1,700.00						
Week: 11/05/12	11/11/12	1				:30		NM	5	\$2,000.00
69 WLWT 10/08	3/12 11/05			1135-1237a		.00				
		tely Pre-emptible	Spots/Week	Rate				1		
Start Date	End Date	Weekdays 1	<u> </u>	\$400.00				1		
Week: 10/08/12	10/14/12	1	1	\$400.00				ļ.		
Week: 10/15/12	10/21/12	1	1	\$400.00				l		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	, 1	\$400.00						
Week: 11/05/12	11/11/12	-	t w/ limmy Fallor			:30		NM	5	\$875.00
70 WLWT10/0	8/12 11/05	/// Late Mgi	o without notice					i		
		itely Pre-emption	e without notice Spots/Week	Rate				•		
Start Date			1	\$175.00				l l		
Week: 10/08/12	10/14/12 10/21/12		1	\$175.00						
Week: 10/15/12			1	\$175.00						
Week: 10/22/12	10/28/12		1	\$175.00						
Week: 10/29/12	11/04/12		1	\$175.00						
Week: 11/05/12	11/11/12			Carson Daly		:30		NM	5	\$250.00
71 WLWT10/0	71 WLWT10/08/12 11/05/12 NBC Carson Daly Carson Daly :30 Class of Time - Immediately Pre-emptible without notice Rate									
		ately Pre-emptib	le without notice Spots/Weel	c <u>Rate</u>						
Start Date		Weekdays	Spois/Meei	1100						

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 Contract / Revision
 Alt Order #

 941244 /
 06259798

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 09/28/12 / 09/28/12

Spots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type 9	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/08/12 10/14/12 1 1	\$50.00				
Week: 10/15/12 10/21/12 1 1	\$50.00				
Week: 10/22/12 10/28/12 1 1	\$50.00 \$50.00				
Week: 10/29/12	\$50.00 \$50.00				
	5-6a	:30	NM	1	\$125.00
72 WLWT11/06/12 11/06/12 5-6a news	3-0a	.30	FNIVE	ı	Ψ123.00
Class of Time - Immediately Pre-emptible without notice Start Date End <u>Date Weekdays Spots/Week</u>	Rate				
Week: 11/05/12 11/11/12 -1 1	\$125.00				
73 WLWT11/06/12 11/06/12 NBC Today Show	7-9a	:30	NM	1	\$350.00
Class of Time - Immediately Pre-emptible without notice					
Start Date	Rate				
Week: 11/05/12 11/11/12 -1 1	\$350.00				
74 WLWT11/06/12 11/06/12 NBC Today Show III	10-11a	:30	NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice	Data		Î		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 -1 1	<u>Rate</u> \$175.00				
75 WLWT11/06/12 11/06/12 12-1230p M-F news	12-1230p	:30	NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice	12-1200p	.00		·	V.00.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$150.00				
76 WLWT11/06/12 11/06/12 Days of Our Lives	1-2p	:30	NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice					
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$175.00				#200 00
77 WLWT11/06/12 11/06/12 JUDGE JUDY EF	Judge Judy	:30	NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	\$300.00				
78 WLWT11/06/12 11/06/12 5-530p M-F news	5-530p	:30	NM	1	\$425.00
Class of Time - Immediately Pre-emptible without notice					
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 11/05/12 11/11/12 -1 1	\$425.00				
79 WLWT11/06/12 11/06/12 6-630p M-F news	6-630p	:30	NM	1	\$600.00
Class of Time - Immediately Pre-emptible without notice					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$600.00				
		:30	NM	1	\$1,325.00
E 80 WLWT10/03/12 10/03/12 M-F POLITICAL PROGRAM	MIV p- 1 Tp	.30	INIVI	1	φ1,323.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays <u>Spots/Week</u>	Rate				
Week: 10/01/12 10/07/12w 1	\$1,325.00				
E 81 WLWT10/11/12 10/11/12 M-F POLITICAL PROGRAM	//\7p-11p	:30	NM	1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice	, .				
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/12T 1	\$1,325.00				
E 82 WLWT10/16/12 10/16/12 M-F POLITICAL PROGRAM	/IN7p-11p	:30	NM	1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice			1		

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Contract / Revision Alt Order # 06259798 941244

Estimate # Product Contract Dates OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 09/28/12 / 09/28/12 Obama/D/President

,		Spots/	Tymo S	note	Amount
*Line Ch Start Date End Date Description		ays Length Week Rate	Type S	pots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek:10/15/1210/21/12-T1	\$1,325.00			1	¢4 225 00
E 83 WLWT10/22/12 10/22/12 M-F POLITICAL PROGRA	MN7p-11p	:30	MM	1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$1,325.00				
84 WLWT 10/21/12 10/21/12 BENGALS GAME 10/21	BENGALS GAME	:30	NM	1	\$14,000.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12S 1	<u>Rate</u> \$14,000.00				*4 000 00
N 85 WLWT10/02/12 10/05/12 NBC Today Show III	10-11a	:30	MM	4	\$1,600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 4	\$400.00				¢4 200 00
N 86 WLWT10/02/12 10/05/12 STEVE HARVEY DAY	STEVE HARVEY [:30	NM	4	\$1,200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/12 -TWTF 4	<u>Rate</u> \$300.00		N 114	4	\$1,600.00
N 87 WLWT10/02/12 10/05/12 2-3p	2-3p	:30	MM	4	\$1,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/12 -TWTF 4	<u>Rate</u> \$400.00			,	¢4 000 00
N 88 WLWT10/02/12 10/05/12 6-630p M-F news	6-630p	:30	MM	4	\$4,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/12 -TWTF 4	<u>k</u> <u>Rate</u> \$1,000.00				#7 200 00
N 89 WLWT10/02/12 10/05/12 6-7a news	6-7a	:30	MM	9	\$7,200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/12 -TwTF 9	<u>k Rate</u> \$800.00				040 000 00
N 90 WLWT10/02/12 10/05/12 NBC Today Show	7-9a	:30	NM	16	\$19,200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/12 -TwTF 16	<u>k Rate</u> \$1,200.00			,	#2 200 OO
N 91 WLWT10/02/12 10/05/12 NBC Today Show II	9-10a	:30	NM	4	\$3,200.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/12 -TWTF 4	<u>Rate</u> \$800.00				The second secon
		Totals		825	\$510,330.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	628	\$388,955.00	\$330,611.75		
10/29/12 -11/06/12	197	\$121,375.00	\$103,168.75		
Totals	825	\$510,330.00	\$433,780.50		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

	941244 /	06259798
Contract Dates 10/02/12 - 11/06/12	Product OBAMA FOR AMERIC	Estimate # CA 1537
Advertiser Obama/D/President		iginal Date / Revision 09/28/12 / 09/28/12

ignature:	Date:	